



OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
COURSE SYLLABUS FORM

Course Name	Course Code	Period	Hours	Application	Lab	Credit	ECTS
Principles of Marketing	MAR 100	3	3	0	0	3	5

Language of Instruction	English
Course Status	Compulsory
Course Level	Bachelor
Learning and Teaching Techniques of the Course	Lecture, Discussion, In-class Presentations.

Course Objective
This course provides students with an overview of the marketing function with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.

Learning Outcomes
<p>The students who participate in this course will be able;</p> <ul style="list-style-type: none">– To understand the role of marketing within society and within an economic system.– To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.– To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.– To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.– To appreciate how a marketing perspective is important in your own personal and professional development.

Weekly Topics and Related Preparation Studies

****The course schedule may be revised at any time during the semester. Be sure to check announcements and your e-mails on a regular basis.***

Weeks	Topics
1	Ch.1 Marketing : Creating Customer Value
2	Ch.2 Strategic Planning
3	Ch.3 The Global Marketing Environment
4	Ch.4 Marketing Research / Managing Marketing Information
5	Ch.5 Consumer Behavior / Models / Decision Process
6	Ch.5 Consumer Behavior / Factors
7	Midterm Exam
8	Ch.6 New Product Development Strategy
9	Ch.6 Product Life Cycle Stages
10	Ch.7 Market Segmentation, Target Marketing Strategies
11	Ch.7 Positioning
12	Product Marketing Plan Presentations 1
13	Product Marketing Plan Presentations 2
14	Final Exam Review
	FINAL EXAM

Textbook(s)/References/Materials:

Text Book 1: “Marketing” by Hunt, Mello, Deitz, (2nd Ed.), McGraw Hill, 2018.

Text Book 2: “Basic Marketing” by Perreault, Cannon, McCarthy, (19th Ed), McGraw Hill.

Assessment		
Studies	Number	Contribution margin (%)
Continuity		
Lab		
Application		
Field Study		
Course-Specific Internship (if any)		
Quizzes / Studio / Critical		
Homework		

Projects & Presentations	1	20
Report		
Seminar		
Attendance & Assignments	14	10
Midterm Exams / Midterm Jury	1	30
General Exam / Final Jury	1	40
Total		100
Success Grade Contribution of Semester Studies		60
Success Grade Contribution of End of Term		40
Total		100

ECTS / Workload Table			
Activities	Number	Duration (Hours)	Total Workload
Course hours (Including the exam week: 14 x total course hours)	14	3	42
Case Study			
Application			
Course-Specific Internship			
Field Study			
Study Time Out of Class	14	3	42
Presentation / Seminar Preparation	1	6	6
Projects			
Reports			
Assignment	1	12	12
Quizzes / Studio Review			
Preparation Time for Midterm Exams / Midterm Jury	1	6	6
Preparation Period for the Final Exam / General Jury	1	6	6
Total Workload	(115/25 = 4,6)		115

Relationship Between Course Learning Outcomes and Program Competencies						
No	Learning Outcomes	Contribution Level				
		1	2	3	4	5
LO1	To understand the role of marketing within society and within an economic system.					X
LO2	To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.					X
LO3	To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.					X
LO4	To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.					X
LO5	To appreciate how a marketing perspective is important in your own personal and professional development.					X
LO6	To understand the role of marketing within society and within an economic system.					X
LO7	To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.					X

Relationship Between Course Learning Outcomes and Program Competencies									
No	Program Competencies	Learning Outcomes							Total Effect (1-5)
		LO1	LO2	LO3	LO4	LO5	LO6	LO7	
1	Know the basic concepts and practical information about the science of business administration and core business activities			X			X	X	3
2	Evaluate global and local issues by using ideas and concepts from the field of business administration; examine and analyze management related information and applications in line with scientific principles by using appropriate qualitative and quantitative methods; interpret and synthesise the data and find solutions to business related problems								
3	Take responsibility as a member of an interdisciplinary team to solve unpredictable and complex business problems; be able to work effectively in teams of various functions and disciplines; effectively carry out project activities			X		X	X		3
4	Carry out independent studies in the field by utilizing obtained knowledge and skills	X	X	X	X	X	X	X	5
5	Set goals and objectives for the institution he/she works at; detect and solve basic problems; analyze the internal and external environment of the business; evaluate the developments, support continuous improvement and provide innovative strategies	X	X	X			X	X	5
6	Acquire the skill to manage activities aimed at the improvement of the employees as a leader, make decisions and implement them								
7	Acquire the entrepreneurship skill; design and manage a business; promote innovativeness and sustainability							X	1
8	Maintain life-long learning activities; achieve self-improvement; follow higher level educational programs					X			1
9	Inform stakeholders with a sense of social responsibility as an individual with effective communication skills; share his/her emotions, thoughts and solutions to problems verbally and in writing; understand the behaviors and psychology of his/her colleagues	X					X	X	3
10	Use the information and communication technologies and computer software required by the field								
11	Effectively use English to follow, read, write and speak about the universal information in the field of business and management sciences and be able to communicate with colleagues in a foreign language with professional proficiency	X	X	X	X	X	X	X	5

12	Act according to the law in all his/her affairs; have a sense of professional and ethical responsibility and code of business conduct and act in line with social values	X	X	X	X	X	X	X	5
13	Be aware of the contemporary business problems as well as the interdisciplinary scope of business administration and analyze these; have the competence to understand the effects of business and management sciences on these problems on a universal, environmental, legal, social and societal level and in terms of health, security and globalization	X	X	X	X	X	X	X	5
14	Give research proposals, be able to design research studies, prepare and present research reports	X	X	X	X	X	X	X	5
15	Manage work time and personal time; fulfil the requirements of his/her duties on time		X					X	2
16	Have the competence to work in non-governmental organizations, private sector and public entities	X	X	X	X	X	X	X	5
Total Effect									48

Policies and Procedures	
<p>PRODUCT MARKETING PLAN (PERSONAL ASSIGNMENT) : Each student will develop a product/service and prepare a marketing plan for this product/service. The marketing plan will analyze the current marketing situation, conduct a SWOT analysis as well as a competitor analysis. Then the plan will discuss the target market audience, the specific segmentation variables and positioning strategies. The plan must also describe all of the marketing mix elements in order to achieve the desired marketing goals. Each student will present his/ her marketing plan in class at the end of the semester.</p> <p>EXAMS: There will be two exams, one midterm and a final, worth 70 points in total, scheduled as noted on the course outline. The exam questions will be a combination of multiple choice and short essay. There will be no make-up exams given unless you can provide a written doctor's excuse. Any change in exam dates will be announced to the class well in advance.</p> <p>CLASS PARTICIPATION AND ATTENDANCE: You will be asked to participate in classroom discussions of text material, as well as questions at the end of chapters and assigned exercises. Because of the amount of material we will be covering in the book and then applying to the real life projects, it is extremely important that you come to class prepared to participate and with the chapter read.</p> <p>It is impossible to participate if you are not in class, so attendance is considered mandatory. Also, I will try to give class time for group work whenever possible, so it is important that you are present.</p> <p>CLASSROOM DISCUSSIONS / EXERCISES: There are exercises and case discussions that I will be assigning throughout the term. You are expected to come to class with these exercises completed. Periodically I will collect these exercises for grading. There is no makeup if they are not completed at the time of collection or if you were not in class.</p> <p>ACADEMIC AND PROFESSIONAL INTEGRITY: Just a final note to let you know that as a student at Ostim Tech University you have agreed to abide by the Honor Code. Consequences for cheating,</p>	

plagiarism, breach of confidentiality, etc., range from failing the assignment involved to failing the class, depending on the situation.